

CARLY HUTCHINSON

Business Operations | Systems & Automation | AI-Enabled Execution

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PROFILE

Most people wait to be handed a plan. I build one. Over five years at a fast-scaling coaching and consulting company, I have owned the operations layer solo: CRM infrastructure, client and delivery workflows, and the KPI dashboard leadership runs its weekly reviews on. In the last 12 months I shipped 11 systems zero-to-one, and across every automation, workflow, and AI tool I've built, roughly 5,000+ hours and \$300K+ of recurring manual work eliminated per year. I set strategy and do the hands-on build in equal measure, and I use AI tools like Claude every day as core infrastructure, not an experiment.

EXPERIENCE

Operations Manager

2021 – Present

Raise The Bar · Chicago, IL (Remote) · Coaching & consulting firm, \$1M–\$5M revenue

- Built the company's operational single source of truth from scratch: a Monday.com ecosystem spanning two CRM systems, contractor workflows, client onboarding, and reporting, now used daily by 10–20 people and still scaling with the client base.
- Shipped 11 systems zero-to-one in the last 12 months; across the full automation and AI stack I've built, ~5,000+ hours and ~\$300K+ of recurring manual work eliminated per year, more than two full-time roles' worth on a small team; each build documented with strategy and measured impact.
- Built live-data client portals on the Monday.com GraphQL API covering six engagement types, and automated leadership 360 reports via Google Apps Script; together eliminating ~370 hours of manual reporting per year.
- Built the KPI dashboard leadership uses in weekly reviews (sales, retention, capacity, delivery); its trend data directly informed a pricing and packaging decision.
- Embedded AI across operations: scheduled Claude agents for ops triage and recap synthesis, AI sentiment analysis on client feedback, a Claude-built dashboard that cleared a cohort-delivery bottleneck (10+ hours saved per cycle), and a shared Claude skill the whole team adopted.
- Turned tribal knowledge into a 14-phase operations playbook across ~12 connected tools, closing a time-to-unblock gap from 30 days to a 7-day target.
- Took over a failed \$10K–\$50K external CRM engagement and rebuilt it internally to full spec; manage scheduling and capacity planning for 15 contractors and 6 full-time staff through a major client expansion.

Client Experience Manager

2021

Raise The Bar · Chicago, IL

- Onboarded 500+ leaders into executive coaching programs, reducing onboarding time and cutting escalations through tighter process design; turned client feedback into structured findings that directly shaped program redesign.

Client Manager

2020 – 2021

The RealReal · Chicago, IL

- Managed operational workflows for a \$10M+ annual product pipeline, moving 200–500 items per month through valuation and logistics.
- Built executive-level reports on productivity and resource allocation that shaped operational decision-making.

Appointment Manager

2018 – 2020

Rent the Runway · Chicago, IL

- Designed and rolled out a standardized appointment process across 5–10 locations for a consistent client experience in every market, and created the training deck that became the company standard for onboarding new staff.

SKILLS & TOOLS

Operations: Zero-to-one system builds, process optimization, workflow automation, cross-functional coordination, capacity planning, process documentation & standards, vendor evaluation, change management

Systems & AI: Monday.com (certified, incl. GraphQL API), Make.com (certified), Claude AI (agents, skills, dashboards), Lovable, Google Apps Script, Salesforce, HubSpot, ZenDesk, Google/Microsoft Suite

Analytics: KPI dashboard development, executive reporting, multi-metric analysis, data-informed pricing decisions

CERTIFICATIONS & EDUCATION

Monday.com Work Management • Make.com Workflow Automation • Raise The Bar Certified Leader, Coaching

Western Michigan University, Sociology & Psychology, 2014–2016 • Roosevelt University, Chicago, Psychology, 2013